

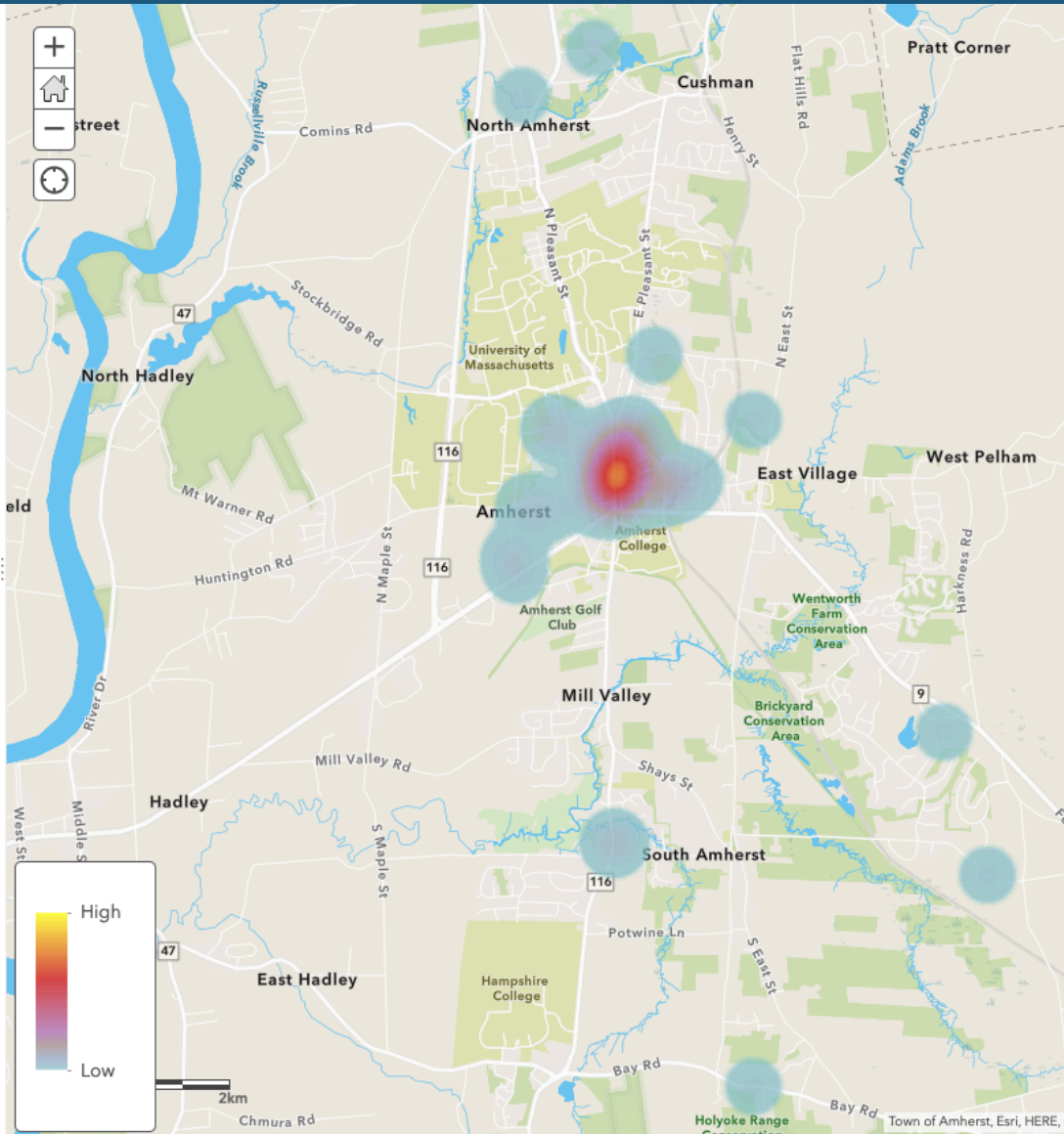
Economic Impact of COVID-19 on Amherst

Prepared for our Member Businesses,
Amherst Town Manager, and Amherst Town
Council

| Last Updated 4/28

Who Completed Survey?

| COVID-19 Economic Impact Survey



Contact information was only collected for use by Chamber/BID to follow-up with respondents with resources and assistance. All data presented is aggregate.

Collected Contact Info

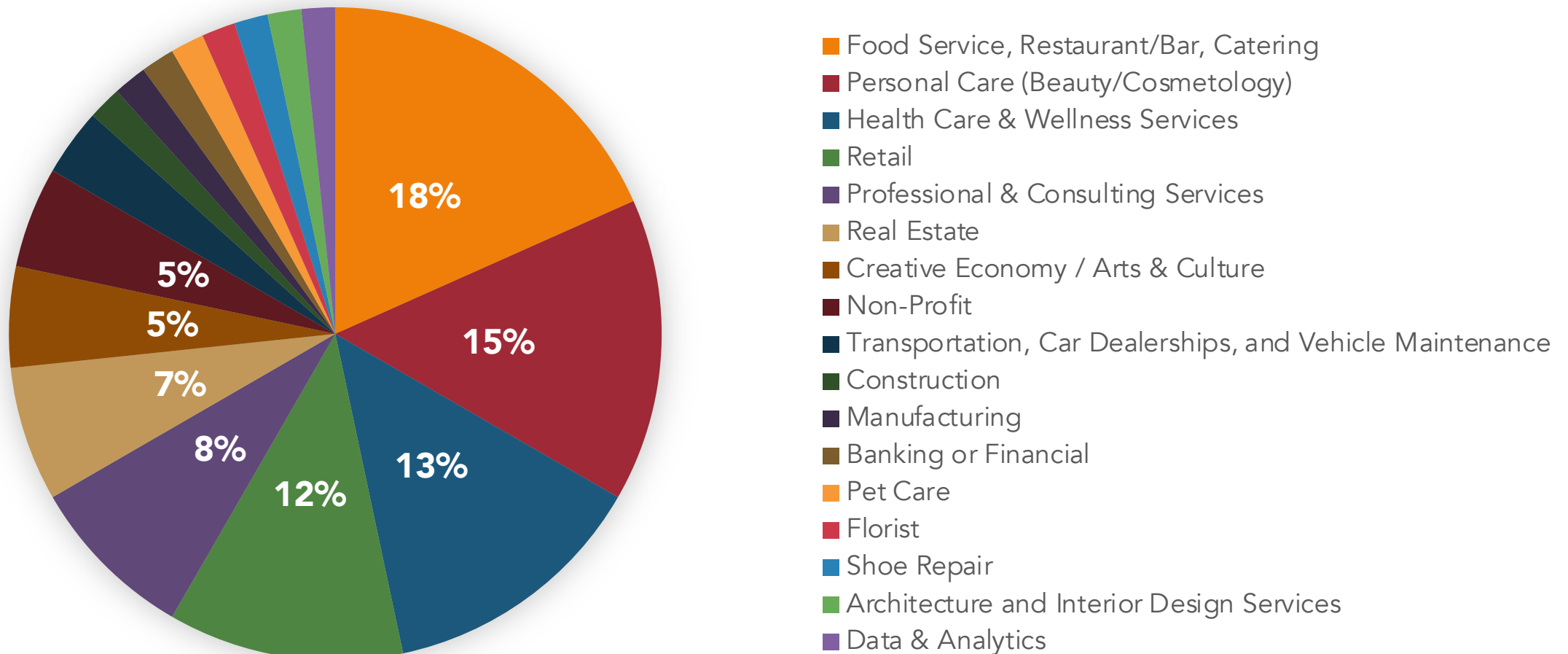
1. Contact Name & Title
2. Contact Email
3. Company Name
4. Physical Address
5. Town

Data in this presentation is from Amherst ONLY

Who Completed Survey?

| COVID-19 Economic Impact Survey

Which describes the industry, sector, or type of business you operate?



Your Business Before COVID-19

| COVID-19 Economic Impact Survey

How many FULL-TIME employees did you have prior to the Coronavirus?

Average
6

Median
2

Total
363

How many PART-TIME employees did you have prior to the Coronavirus?

Average
6

Median
3

Total
348

Combined Full & Part Time Employees

Average
12

Median
7

Total
711

Economic Impact as a Result of COVID-19

*A Summary of Responses from
60 Amherst Businesses*

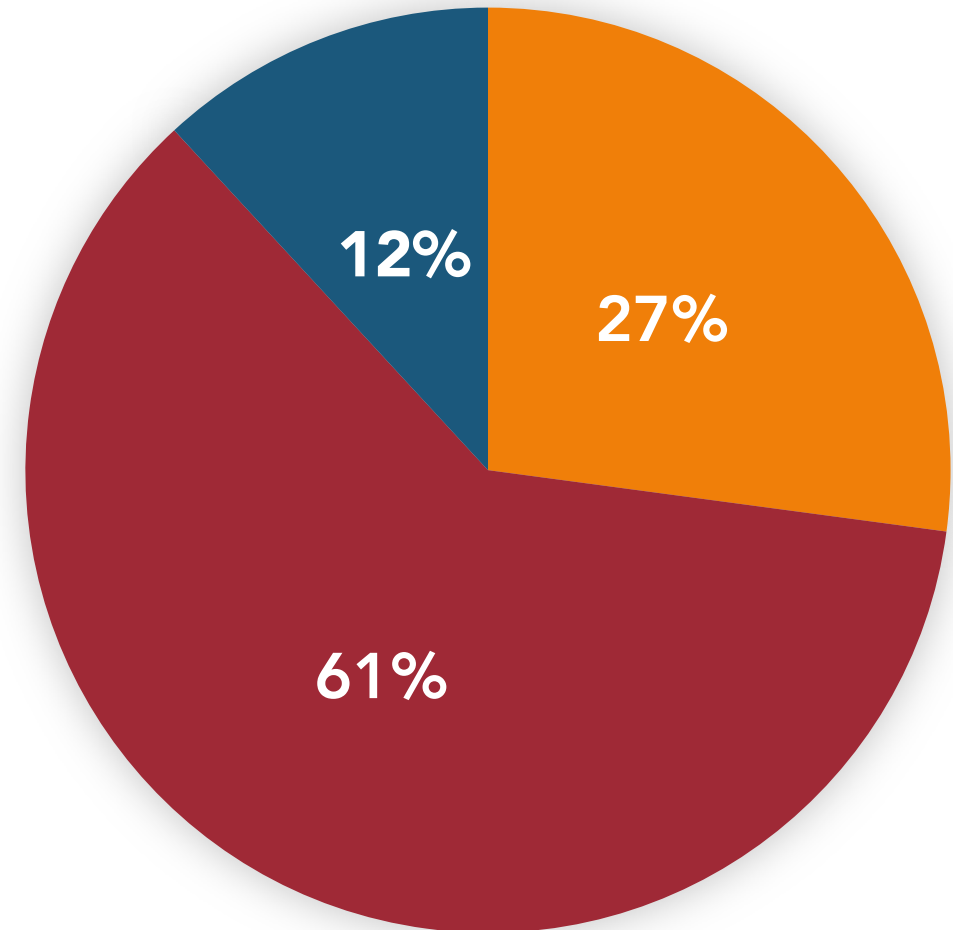
Survey Data from Economic
Impact Survey conducted by the
Amherst Area Chamber of
Commerce & Amherst Business
Improvement District 4/17—4/24

Are you currently open for business?

■ Yes ■ No ■ Reduced Hours/Services

Additional Resources on Non-Essential Business Closure & Operational Adaptation

- [Gov Baker COVID-19 Emergency Order No. 13](#)
- [Extension of COVID-19 Order No. 13 - Non-Essential Business Closure on March 23rd \(3/31\)](#)
- ["Baker-Polito Administration Extends Non-Essential Business Closures to May 18th, Announces Reopening Advisory Board" \(4/28\)](#)



Employment

| Economic Impact of COVID-19

How many FULL-TIME
employees are you
employing now?

Average
4

Median
0

Total
225

How many PART-TIME
employees are you
employing now?

Average
2

Median
0

Total
94

**Combined Full & Part
Time Employees**

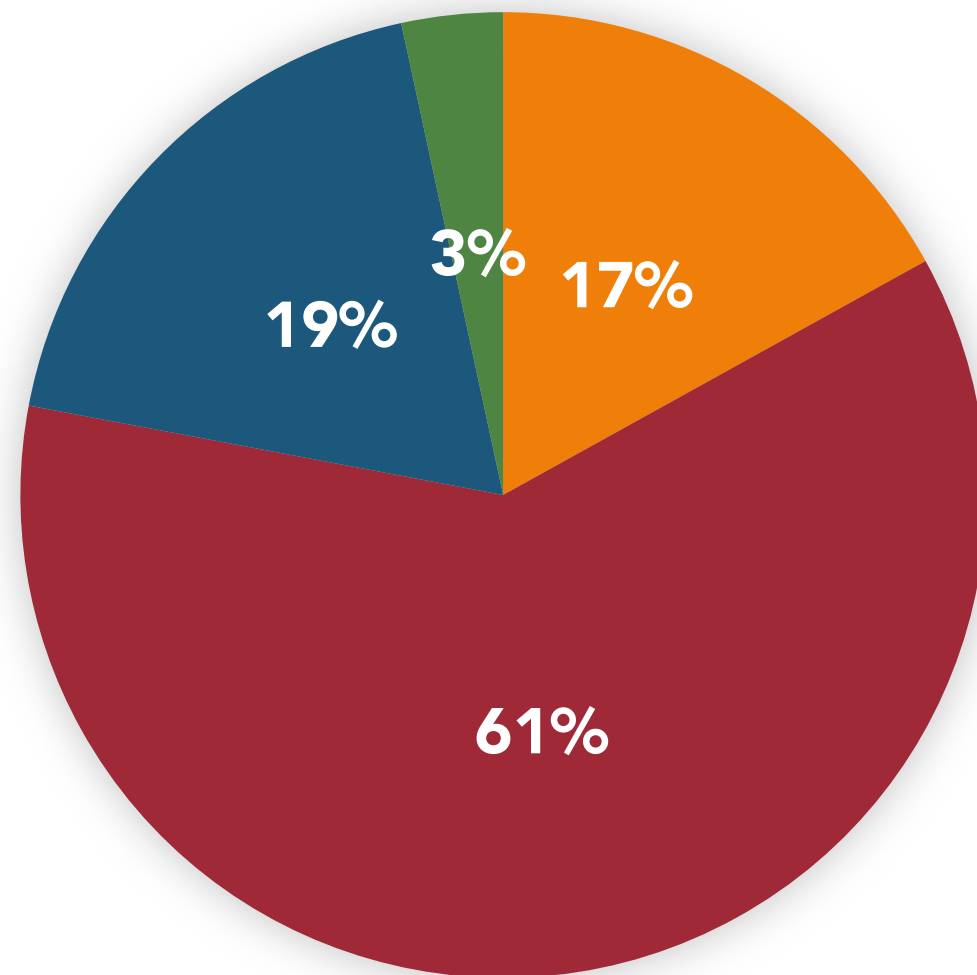
Average
5

Median
1

Total
319

Are your employees working remotely?

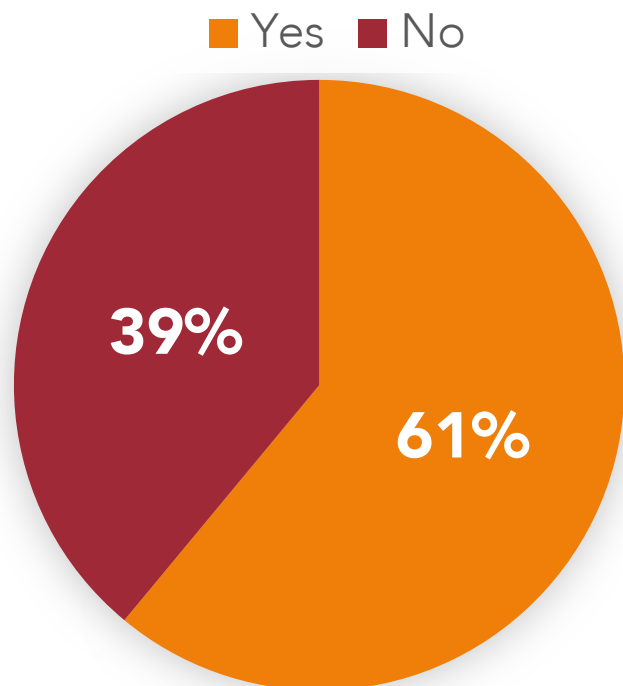
- Yes
 - No
 - Some remote, some on-site
 - N/A
-



Layoffs/Unemployment

| Economic Impact of COVID-19

Did you have to layoff or furlough employees?



How many employees have you had to layoff/furlough?

Average
6

Median
2

Total
336

Average Percent
of Employees
48%

Revenue Loss

| Economic Impact of COVID-19

How much revenue do you estimate losing *per month*
as a result of COVID-19?

Average
\$55,837

Median
\$17,750

Total
\$3,126,898

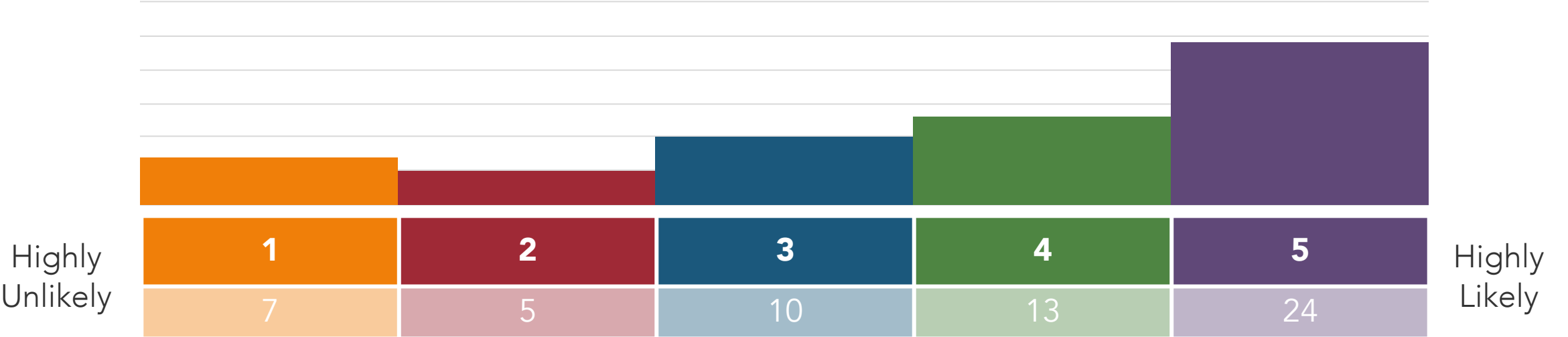
Survey
Respondents
60

Property Management & Real
Estate state too early to
accurately project.

Does not include UMass, Amherst
College, or Hampshire College

Does not include the Town of
Amherst or Amherst Regional
Public Schools System

How likely is your business to reopen if the COVID-19 state of emergency extends through June 1?



Additional Question: *Responses in Appendix B*

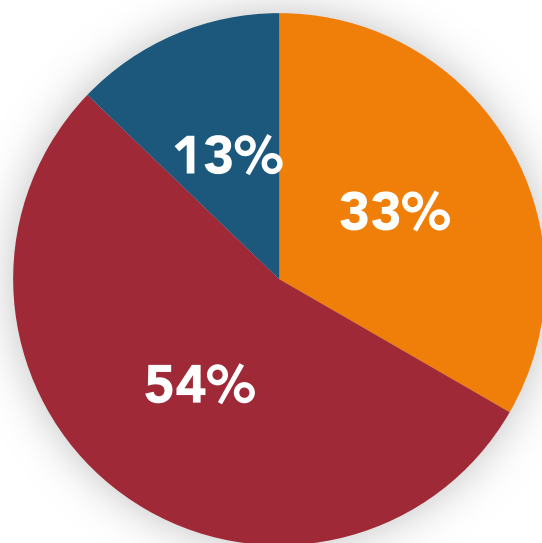
- Please elaborate on the possibility of permanent closure.

Additional Expenses

| Economic Impact of COVID-19

Have you incurred additional expenses for your business due to COVID-19?

■ Yes ■ No ■ Same Expenses, No Revenue



Please elaborate on additional expenses incurred.

Examples of Responses

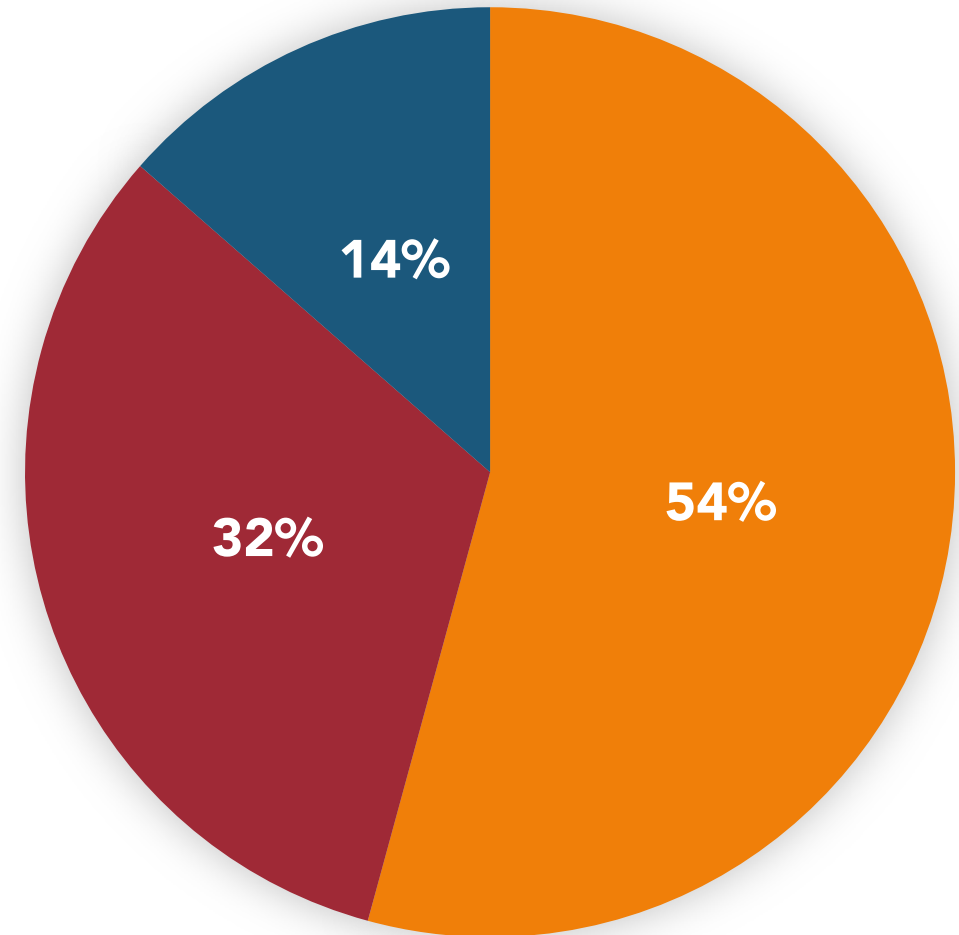
- Personal Protective Equipment (PPE)
- Cleaning/Sanitation Supplies
- Technology – Cost of Online Services/Platforms
- Paying Unemployment Insurance & for Furloughed Workers
- Delivery Costs (Fuel, Vehicle Maintenance, Supplies)

Have you or your employees applied for unemployment insurance (UI)?

■ Yes ■ No ■ Other

Additional Resources on Unemployment

- *Appendix C. Unemployment Situation Presentation*
- [Labor Marketing Information \(LMI\) from the Commonwealth's Department of Unemployment Assistance, Economic Research Department](#)
- [Local Area Unemployment Statistics from the US Bureau of Labor Statistics](#)
- [**Apply for Unemployment Benefits** →](#)
- [**Access Pandemic Unemployment Assistance \(PUA\) Portal** →](#)

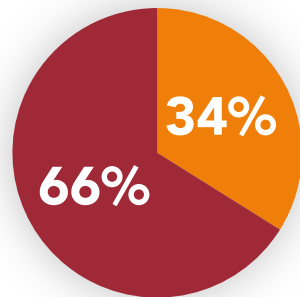


Business Interruption Insurance

| Economic Impact of COVID-19

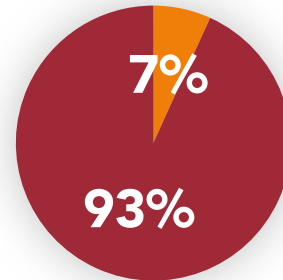
Do you have business interruption insurance?

■ Yes ■ No



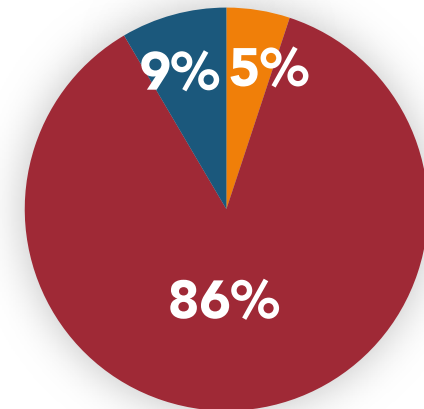
Have you ever filed a business interruption insurance claim?

■ Yes ■ No



Have you filed a business interruption insurance claim for COVID-19 and subsequent shutdowns?

■ Yes ■ No ■ Not Covered



Additional Questions: *Responses in Appendix B*

- Who is your business interruption insurance carrier?
- How many years have you been paying for it?
- Approximately how much have you been spent on business interruption insurance?

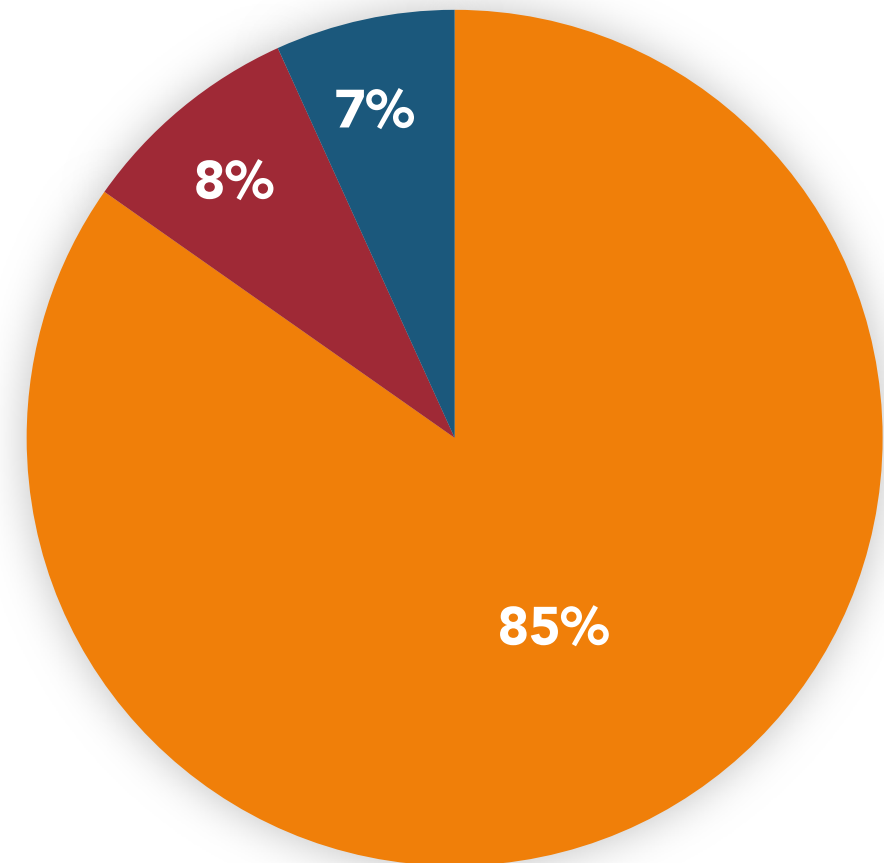
Would you support an initiative for a bill that asks the Commonwealth to consider retroactively expanding coverage to include COVID-19,

"No insurer in the Commonwealth may deny a claim for the loss of use and occupancy and business interruption on account of (i) COVID-19 being a virus (even if the relevant insurance policy excludes losses resulting from viruses); or (ii) there being no physical damage to the property of the insured or to any other relevant property?"

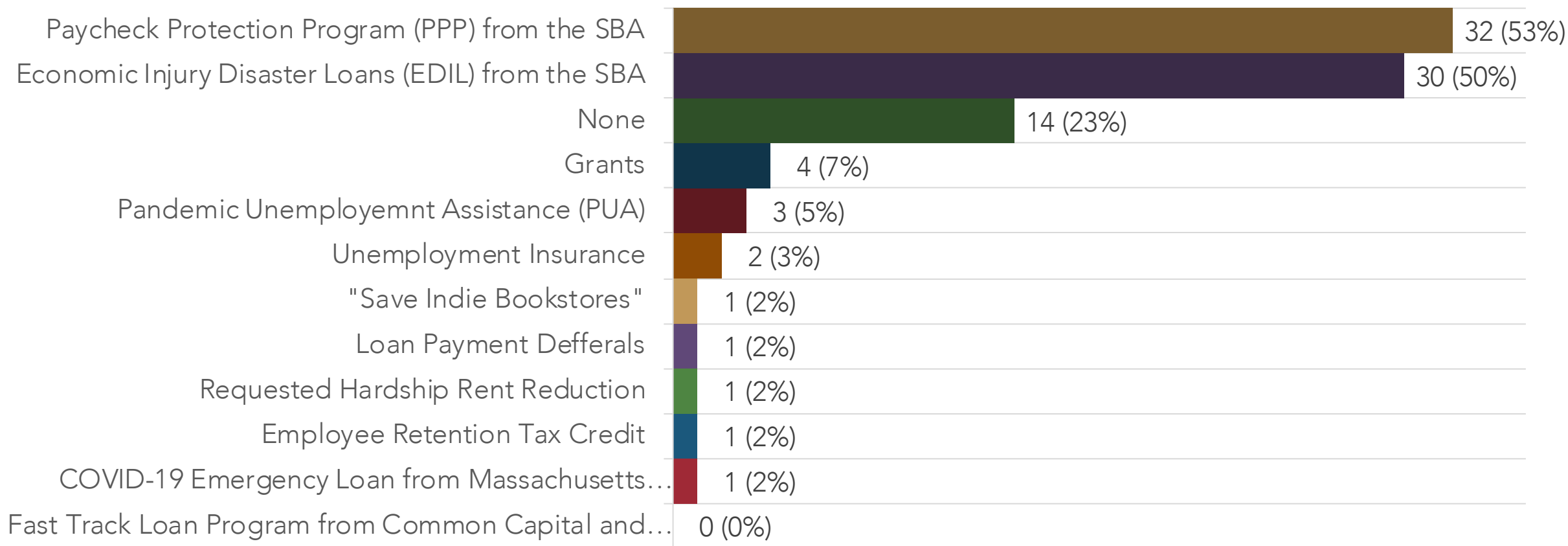
Additional Resource on BII

[Bill S.2655 – Massachusetts Legislature Offered by Sen. Eldridge](#)

■ Yes ■ No ■ Unsure/ Would Need More Info



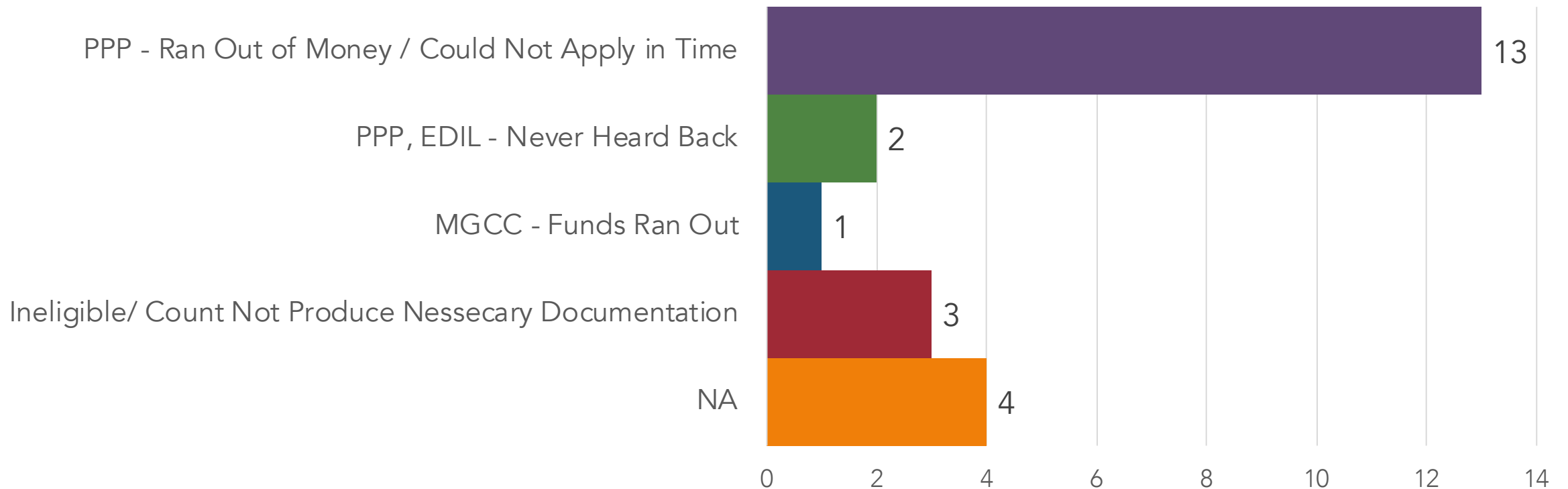
What type of financial support have you sought out? Check all that apply.



Financial Support – Ineligibility

| Economic Impact of COVID-19

**If you were ineligible or rejected from any of these programs,
please say the reason for the ineligibility or rejection.**

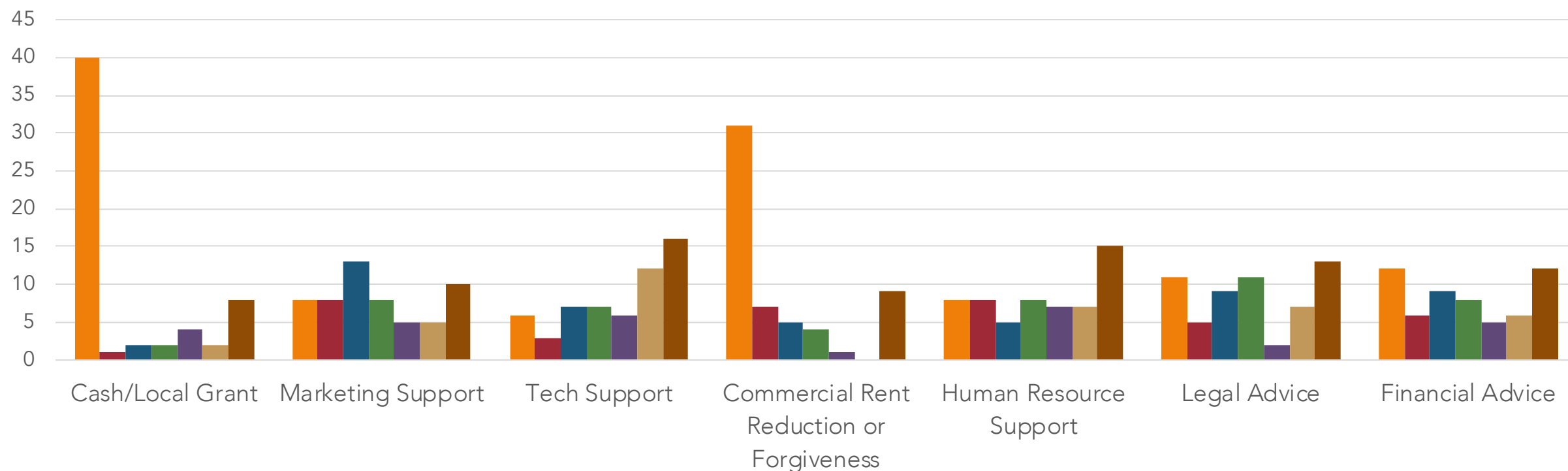


Additional Support

| Economic Impact of COVID-19

Rank the following types of additional support. 1 being the most important and 7 being the least.

1 2 3 4 5 6 7



What other non-financial resources would benefit your business?

Summarized Response Themes

- Access to personal protective equipment (PPE) including N95 masks
- CDC/government guidance when reopening occurs
 - Hair Salons / Barber Shops
 - Yoga Studio and Massage / Spa
 - Restaurants
- Tech support / assistance adapting to online
- Reopening/ return of customers/ in-person semesters in the fall
- Improving supply chains / supporting local sourcing and wholesaling
- Marketing / Strong Coordinated Reopening
- Help navigating forms, applying for financial and other resources
- None/ financial support primarily / tax abatements or credits

Identify the top priorities for recovery that you need us to communicate to local, state, and federal lawmakers.

Summarized Response Themes

- Prioritize public health and safety. Do not open prematurely. Staggered and strategic reopening.
- Clear health and safety guidance.
- Increased availability of testing, PPE, and supplies for reopening.
- Additional grant & loan opportunities at every level including expanding PPP program.
- Rent / Mortgage Forbearance & Forgiveness
- Tax Deferment or Abatement
- Unemployment for self-employed, independent contractors.
- Provide social safety net. Serve most affected by crisis. Healthy and prosperous residents can patronize businesses.
- Federal government must support small businesses, towns, and states from economic collapse through targeted stimulus.
- Clear plan if there is a resurgence.
- Plan for long-term economic recover (2-5 year plan) including prioritizing gaps/opportunities within our seasonality/tourism/student drivers of economy
- Doing OK / Not sure / None

What non-monetary support can we provide that would be the most helpful at this time?

Summarized Response Themes

- Tech Support – Transition to Online
- Social Media / Marketing
- Networking – Virtual and eventually in person
- Advocacy around commercial rent forgiveness/ tax credits for landlords who offer rent reduction
- Positive Attitude / Coaching / Wellness Resources
- Information, updates

Identify the top priorities you need us to communicate to local officials about reopening.

Summarized Response Themes

- Health & safety first. Strategies to prevent resurgence. Availability of PPE.
- Guidelines for reopening.
- Widespread testing so that workers can be tested.
- Reopen safely but “as soon as possible.” “The sooner the better.”
- Financial support/ cashflow to endure until reopening.

Name one concrete Town policy or procedure, you would change to facilitate economic growth?

Summarized Response Themes

- Less complex zoning
- Reduction or elimination of local licensing fees for 12 months.
- Commercial rent-per-square foot cap/ceiling
- Allow restaurants/bars to reopen, if with reduced capacity, and outdoor options
- "Provide grants to ALL local small businesses" but not large/national companies.
- Messaging that Amherst is "Open for Business"
- Town permitting & inspecting of businesses, construction, & signage regulations more user and business friendly, less difficult to navigate.
- Understanding the urgency of business owners to get these things done as fast, efficient, and easy as possible.
- Leverage relationship with colleges and University. Demand fair PILOTs.

Name one concrete Town policy or procedure, you would change to facilitate economic growth?

Summarized Response Themes - PARKING

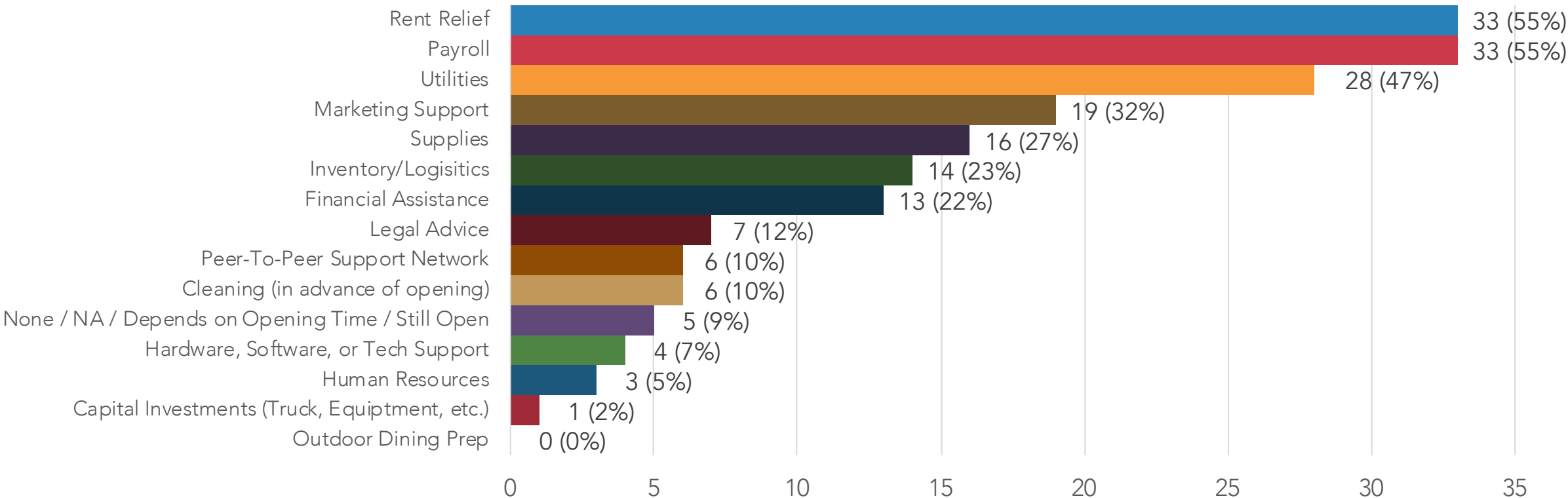
- "Free and accessible parking"
- "More" parking
- Downtown parking "free for the first hour"
- Clear, simple, and consistent parking regulations
- "No parking meters"
- "Free parking for all employees in Town"
- "Free or reduced parking times,"
- Stop metered parking after 6PM. Free during retail high seasons to attract regional shoppers.

Name one concrete Town policy or procedure, you would change to facilitate economic growth?

Summarized Response Themes - PARKING

- "Free and accessible parking"
- "More" parking
- Downtown parking "free for the first hour"
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Upon reopening what expense areas will you likely not be able to meet and therefore require the most support. Check all that apply.



How can the we [Chamber/BID] help you upon reopening and recovery period?

Summarized Response Themes

- Communicating Information/Grant Opportunities
- Reopening/Operational Guidance
- Clear Health & Safety Guidelines / Protocols
- Advocate for Free Parking "for a year"
- Consumer Confidence / Word-of-Mouth Marketing
- Marketing / Advertising / Promote "Open for Business" / "Be our cheerleader!"
- Patronize Local Businesses / "Get your hair done!"
- Networking / Peer-To-Peer Network
- Support Startups / Entrepreneurs Start a Business in Amherst Post-COVID
- Local Grants / Financial Assistance / Rent Reduction or Forgiveness

Any additional comments on the impact of COVID-19 on your business and livelihood?

Summarized Response Themes

- Events & Tourism Industry need concerned how to implement reopening. Hit hardest.
- Concern on personal and workforce health, stress, and wellbeing
- Concerns about a remote Fall semester and implications including on rental market
- Gratitude for what has been done. Demand for more support financial and not.
- International travel is a part of our business – that is a long-term issue beyond scope of locality
- Work with clients across the country – policies differ by state and by town. Cannot travel for foreseeable future.

Contact

| Economic Impact of COVID-19

Do not hesitate to reach out.

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